

Introduction

The use of social media sites by individuals acting in their roles as City Councilmembers is governed by freedom of speech guaranteed by the First Amendment to the U.S. Constitution, the Texas Open Meetings Act, the Public Information Act, and this policy.

Definition

Social Media sites are third-party websites which allow for the creation of content, comment, and dialogue around a specific issue or area of interest.

Purpose

This policy provides reasonable guidelines for the use of social media by the Mayor, Councilmembers, and City Staff while posting in their official capacity. The City of Woodcreek does not link or post officially to social media sites, thus it doesn't maintain a City-sponsored social media presence. When possible, Councilmembers using social media for City-related business should link to official information through City communications channels.

Transparent. Maintain transparency by using your given name, being clear about your role with regard to the subject, and omitting use of the City seal unless representing the City with prior authorization.

Accurate. Keep postings factual and accurate. If a mistake is made, post a correction as soon as possible.

Respectful. Reply to comments in a timely manner, when a response is appropriate. Reply with respect and relevance, regardless of any disagreement.

Careful. Consider content carefully, because postings are widely accessible, subject to open records requests, not retractable, and retained or referenced for many years.

Legal. Ensure comments do not violate the City's privacy, confidentiality, and applicable legal guidelines. Do not comment on legal matters, litigation, or any parties with whom the City may be in litigation.